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## THE PHI DELTA KAPPAN

THE OFFICIAL NATIONAL ORGAN  
OF PHI DELTA KAPPA

Published the 15th of November, February, April and June at Kansas City, Mo.

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Press of Jno. W. Berry Printing Co.

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Application made at Kansas City, Mo.,  
for entry as second class matter.

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### EDITORIAL BOARD

F. W. Schacht.....Editor-in-Chief  
Abel J. McAllister.....Managing Editor  
2801 East 6th St., Kansas City, Mo.

#### Associate

Roy E. Warren      Harold H. Sontag  
Edwin A. Lee      J. David Houser

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All unsigned editorials are by the  
Managing Editor.

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Copy from Chapters for publication  
should be edited by the Chapter and  
sent by its Corresponding Secretary  
to the Managing Editor.

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We commend to your confidence the  
firms advertising in the Phi Delta  
Kappan. Our policy is to accept no  
ad from a firm that we cannot fully  
endorse.—The Managing Editor.

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N. E. A. Department of Superin-  
tendents, Kansas City, Missouri,  
February 26 to March 3, 1917. Are  
you coming? Note the Luncheon  
Announcement in another column.

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The sentiment on fourth cover  
page is published at the suggestion  
of Missouri Chapter. Other chap-  
ters are invited to emulate Mis-  
souri's example.

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While our "Regarding Communi-  
cations," on another page, is in-

tended primarily for Corresponding  
Secretaries, yet the attention of each  
Phi Delta Kappa officer is invited  
to it. If your Corresponding Secre-  
tary is properly representing you,  
commend him for it. If he is not  
co-operating with us it may be be-  
cause you have not given him the  
support that you yourself would  
wish if you were in his place.

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Help us build up an advertising  
clientele that we shall all be proud  
of. You can do this by answering  
any of the advertisements pertaining  
to goods in which you are inter-  
ested. The managing editor com-  
mends to your confidence the firms  
advertising with us, but we cannot  
hope to keep them with us unless  
our members show by their actions  
that these firms are offering some-  
thing that meets their needs.

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The foregoing brings to mind a  
remark made publicly a few weeks  
ago in a gathering of prominent ed-  
ucators of a certain state. They  
were discussing the advisability of  
sending out certain official com-  
munications to the members  
through the organization's official  
publication, when a member of the  
board of directors arose and voiced  
his objections on the grounds that  
the space in the official journal was  
too valuable to use for such a pur-  
pose! Shame on us if we as a body  
of Phi Delta Kappa men ever be

guilty of running our magazine on such a basis!

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The average successful business firm advertises for the sake of interesting the readers in the thing advertised. You can fool him for a while by pretense. But sooner or later he will learn whether your medium is serving or grafting him.

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The present Phi Delta Kappa year bids fair to be one of the most prosperous as to growth, not only in membership but in chapters. In the last three months Pennsylvania Active, Ohio Active and Fresno Alumni have joined us. Several more are asking for admission. The PHI DELTA KAPPAN extends congratulations to the new Chapters. A hearty welcome to our ranks!

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We believe that Brother Sontag has raised a question that Phi Delta Kappa can well afford to consider and act upon, the matter of professional ethics. Schoolmen are justly or unjustly accused of lacking in a professional conscience. The medical profession and the legal profession each has its code of ethics and seldom does a member break it. The educational profession needs a code of ethics, and Phi Delta Kappa

can make a valuable contribution to the profession by working this out and proving its worth by practicing it.

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We agree with President Schacht that we have room for improvement toward each other as members of a fraternity. We often receive fraternity letters beginning with "Dear Sir" and ending with "Yours truly." Is it not more thoughtful of our mutual relationship to use a salutation not quite so cold and formal as "Dear Sir?" It was F. D. Coburn who said that these are the words he would never use excepting when writing the Devil.

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Schools and departments of education are beginning to come into their own in spite of the reactionary influence of certain other departments of our universities. In the past year a professor of education has been chosen as president of the University of Washington, another has been chosen as director of all the educational institutions of the state of Montana, and a third has been promoted from the deanship of the School of Education to the presidency of the University of Iowa. Dr. Suzzallo, Dr. Elliott and Dr. Jessup all represent in concrete form the ideals of our fraternity and their promotions are splendid evidence of the demand for the type of

men that recognize education as a profession.

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It is the plan of the Editorial Board that the June number be devoted exclusively to the National Directory. However, it is going to be impossible to carry out this plan unless all material is in the hands of the Managing Editor by April 1. Hence, Brother Houser needs not only the co-operation of Corresponding Secretaries but of every officer and member. None can be too prompt. Note carefully Brother Houser's instructions in this number and act at once.

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We recently called at the Chapter House of Missouri and had a good visit. The Missouri brothers gave us several first hand suggestions for improvement of the national magazine. We are informed that Missouri is the only chapter having a chapter house. If there are others, let them speak up.

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The Managing Editor has re-

ceived several scores of personal letters from national officers, councilors, corresponding secretaries and others, but limited time has prevented our making personal reply in most cases. We hope to take a day off in the near future and clear up our correspondence calendar.

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Several communications that have come to us have either contained inquiry regarding subscription price of the Phi Delta Kappan or have enclosed the money for a year's subscription. Your attention is invited to the November number of the Phi Delta Kappan, page 42, "Report of Committee on Ways and Means and National Magazine." Also read first paragraph of the editorial on page 7 of the same issue. All subscription money that has been sent us has been credited and will be returned to the senders. Remember, every member of Phi Delta Kappa is to receive the Phi Delta Kappan for the present year without a direct payment of a subscription price.

### **Social Amenities**

F. W. SCHACHT, National President.

Last year, and again this year, before the beginning of the New Year, the National President personally sent simple cards extending the season's greetings to the Secretaries of the various Chapters, and through them, to their Chapters. Such cards

of greeting were also sent to the delegates to the last Council. The president does not regret the time and energy spent in writing these cards, though he might much more easily and simply have had them stenciled and mimeographed, or still